

Message Text

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PAGE 01 MOSCOW 03021 011734Z

60

ACTION EUR-25

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FM AMEMBASSY MOSCOW

TO USIA WASHDC

INFO SECSTATE WASHDC 6568

LIMITED OFFICIAL USE MOSCOW 3021

E.O.11652: N/A

TAGS: BEXP

SUBJECT: HEW EXHIBIT

FOR IEE

REF: STATE 039685

1. WHILE WE ARE NOT CLEAR WHETHER TEXT FOR DEVELOPMENT AND DELIVERY OF HEALTH CARE IS TO BE SUPPORTED BY GRAPHIC MATERIAL, WE HAVE FOLLOWING RESERVATION ABOUT SCRIPT TREATMENT OF SUBJECT:

2. BASIS OF FREQUENT AND WIDELY CREDITED DENIGRATION IN SOVIET MEDIA OF U.S. MEDICAL/HEALTH SCENE IS THAT CARE IS TIED TO PROFIT MOTIVE, THAT RICH PAY FOR GOOD MEDICAL CARE (WHICH THEY OFTEN DON'T NEEDKL AND THE LESS RICH OR POOR EITHER PAY THE HIGH COSTS OR GO WITHOUT, OR AT BEST GET INFERIOR CARE.

3. WITH HOSPITALS LISTED UP FRONT AS "PROFIT-MAKING ORGANIZATIONS" (PART ONE B.I. 3) AND FAMILY-UNITS-UNABLE-TO-PAY COMING IN AT THE END, SCRIPT PRESENTATION SEEMS TO REINFORMCE SOVIET POINT OF VIEW.

4. THIS IS FURTHER REINFORCED BY PART III WHICH STATES "WE AIM TO REPLACE" PRESENT SYSTEM WITH SOMETHING (3A AND B) LIKE WHAT SOVIET CITIZEN CONSIDERS HE ALREADY HAS.

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5. EMBASSY BELIEVES SUBJECT IS OF SUFFICIENT IMPORTANCE
IN CONTEXT CURRENT "IDEOLOGICAL STRUGGLE" TO WARRANT
REWORKING SCRIPT TO TAKE INTO ACCOUNT PRECONCEPTIONS
OF SOVIET AUDIENCE.

STOESSEL

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